



Service Matters

Synergy Joins Housing Element and Priority Development Areas Resources Available to Connect Local Land Use Planning with Regional Goals

In the coming months, Bay Area local governments will be updating the housing elements of their general plans to accommodate the housing demand identified in the most recent Regional Housing Needs Allocation (RHNA). These updates are occurring in

- Baby Boomers are aging; the first wave will turn 65 during this housing cycle and by 2015, 15 percent of Bay Area residents will be past this traditional retirement milestone. This further impacts the need for different housing and lifestyle choices.



Photo: Dan Bruden, PBIC Library

the context of unprecedented physical, social, and economic changes that directly impact planning decisions:

- Climate protection has emerged as a societal imperative. Urban development is recognized as a contributor to greenhouse gas emissions, while at the same time smart urban planning is considered essential to reducing emissions. These factors add another dimension to local land use decisions.
- Energy costs and gasoline prices in particular are rising dramatically with no expectation that they will return to historically moderate levels.
- The housing affordability crisis followed closely by a mortgage meltdown and soaring foreclosure rates is causing many to reconsider traditional housing choices.

The Bay Area's FOCUS initiative, administered by ABAG in coordination with MTC and supported by BCDC and BAAQMD, is designed to help this region and local governments respond positively to these societal changes and planning challenges. FOCUS encourages compact development within complete, walkable and transit-oriented communities— thus not just promoting smart growth, but smart healthy living that reduces the communities' greenhouse gas emissions. In response, over fifty jurisdictions voluntarily identified more than 100 areas through the Priority Development Area (PDA) process where they can nurture and grow such communities. The process generated such positive feedback and participation that a second round of PDA designation is slated to begin in August 2008.

Housing cont. on pg. 2

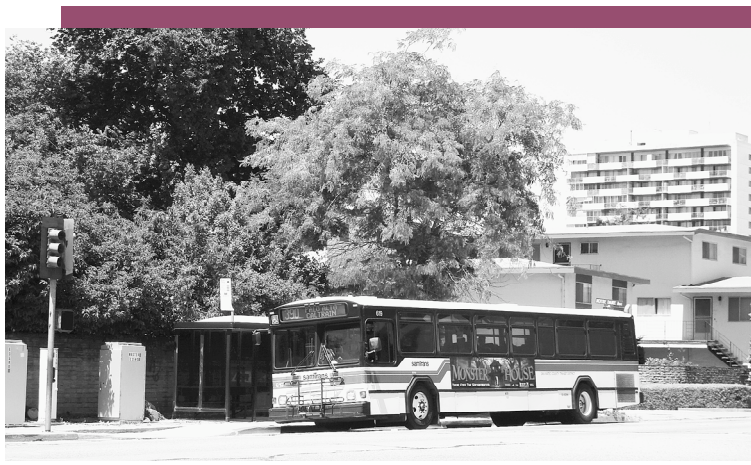


Photo: ABAG Staff

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Housing Elements and PDAs, and 1868 Earthquake Anniversary

Housing cont. from front pg.

The timing of the housing element gives local governments an opportunity to reinforce and strengthen their PDA(s). This planning process makes it an opportune time to locate as much new housing as possible within a PDA to *maximize* housing choice for all household and income levels and improve access to transit and connections to jobs, retail, and service opportunities.

Online Housing Element Tool Kit at www.abag.ca.gov/planning/toolkit

A new online *Housing Element Tool Kit* has been introduced, a resource designed to help local governments work their way through the housing element update process. Building upon ideas and strategies presented in ABAG's earlier resource *Blueprint 2001: Housing Element Ideas and Solutions*, *Bay Area Housing*, the online toolkit offers guides for identifying adequate and appropriate housing sites, including infill sites, reuse/redevelopment sites, mixed-use sites, and vacant land. Strategies for community participation are outlined to ensure that the Housing Element process identifies community housing needs, challenges stereotypes about affordable housing, engages residents and stakeholders in identifying housing opportunities, and builds community consensus in support of local housing programs. A wide variety of online connections are provided, linking to resources from the State Department of Housing and Community Development, local and state housing advocacy organizations, and offering tips and best practices from local governments around the Bay Area. *In addition, local governments are invited to send success stories and tools that have helped their community to be shared on this website. Contact Gillian Adams, ABAG Planner, at 510/464-7911, gilliana@abag.ca.gov.*

Equity Development Tool Kit

ABAG in partnership with PolicyLink has recently released an *Equitable Development Toolkit* that presents a broad selection of policies that advocates and local governments can use when making planning decisions

This October marks the 140th anniversary of the devastating magnitude seven Hayward Earthquake of 1868 (as pictured). Historically, the Hayward Fault ruptures every 140 years, which means a devastating earthquake is due in the near future. To assist local governments' preparations for recovery after such a disaster, ABAG will be surveying throughout July all Bay Area local governments to assess state of disaster recovery planning. ABAG will use the data to provide local governments with a template of concrete steps that will ease the economic and social disaster recovery process, and will include short-term and long-term best practices for local governments to implement. **The survey results will be presented at ABAG's Fall General Assembly in October 24, 2008.** For background information on ABAG's Disaster Recovery initiative, see <http://quake.abag.ca.gov/recovery>.

RESOURCES: GROWING COOLER AND STATION AREA PLANNING

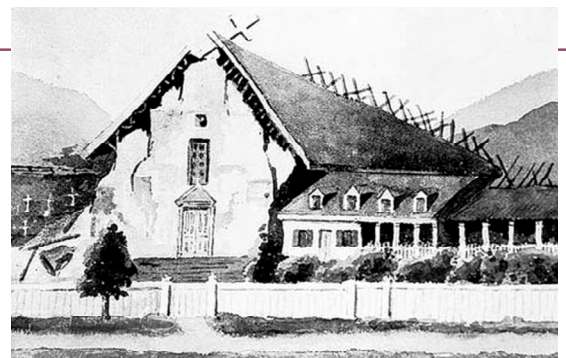
The Urban Land Institute's recent publication **Growing Cooler** provides leading-edge information on the role of compact communities in addressing climate and energy imperative. This new book documents how key changes in land development patterns could help reduce vehicle greenhouse gas emissions and makes the case that one of the best ways to reduce vehicle travel is compact development: building places in which people can get from one place to another without driving. This includes developments with a mix of uses and pedestrian-friendly designs. *An executive summary is available at [http://www.uli.org/AM/Template](http://www.uli.org/AM/Template.cfm?id=1&cid=1&tid=1&fid=1) in the Research/policy paper section.*

To further assist PDA development and housing-element planning, consult MTC's **Station Area Planning Manual**. While prepared specifically for jurisdictions receiving MTC station-area planning grants, the manual contains information applicable and useful for any PDA. The discussions are not intended to be prescriptive, but summarize the best available information on what place types and densities of development tend to work best with various transit situations and community aspirations. *The manual is available online at www.mtc.ca.gov/planning/smart_growth/Station_Area_Planning_Manual_Nov07.pdf and from the MTC/ABAG Library (510/817-5836).*

affecting low-income neighborhoods. *The Tool Kit* identifies policies that promote vital mixed-income communities to benefit all residents, and strengthen metropolitan regions. ABAG and staff from the Center for Community Innovation at UC Berkeley (CCI) have created mapping and data resources documenting Bay Area populations that are vulnerable to displacement and, with PolicyLink, are available to directly assist with the planning process and implementation.

To access the Equity Development Toolkit visit www.bayareavision.org/bayarea/social_equity.html, or contact Marisa Cravens, ABAG Regional Planner, at 510/464-7926 or marisac@abag.ca.gov.

A more complete catalog of regional resources to assist PDA planning and achieve synergy with your housing element is available on the FOCUS website at www.bayareavision.org.



Mission San Jose, Fremont. "The old Mission church, which was of adobe, was shaken down, as were several other buildings at the same place." Lawson Report, 1908. Image courtesy Library of Congress.

New Website Features Ways to Reduce Our Carbon Footprint

To demonstrate steps local governments and residents can take to address the challenge of global warming and reduce greenhouse gas emissions regionally, ABAG now offers a special website section: www.abag.ca.gov/environment.html. This new Climate Protection section features best practices, earth-friendly tips, and links to resources that local governments and communities can use. As part of ABAG's outreach efforts, thousands of free reusable grocery bags are being distributed to Bay Area local elected officials and community leaders.



The purchase and distribution of “A bag from ABAG” was made possible by support from the Pacific Gas and Electric Company and draws attention to how collective simple steps can make a difference. Since Bay Area residents use on average up to one billion plastic bags a year, just using non-disposable bags could save the region between 21 million to 50 million gallons of crude oil per year and reduce the amount of global warming gases that are released during the production, transportation, and disposal of plastic and paper bags. Reusing bags is just one step among many described on the website to help reduce our carbon footprint.

Ongoing Regional Efforts

The Joint Policy Committee, comprised of ABAG, MTC, BAAQMD with BCDC, in 2007 took up the global warming challenge and crafted a seminal Regional Agency Climate Protection program for the Bay Area, outlining policy, goals, and recommendations. Their ongoing work and collaboration with other regional and local groups can be reviewed at www.abag.ca.gov/jointpolicy. As part of these regionwide partnership efforts, ABAG has emphasized the link of better land use practices to climate protection as reflected in the FOCUS program.

ABAG's innovative Green Business Program is also offering a forward thinking platform for reducing greenhouse gases. Since 1997 over 1,000 businesses and public agencies have been certified and implement environmentally responsible business practices. With today's current climate change issues, many more are stepping forward to participate. In addition, ABAG's Energy Watch program with partner PG&E is helping local governments identify, fund, and implement energy and cost saving projects. *For more information on participating in the reusable bag distribution and other ABAG programs and services, contact ABAG's Communications Group at 510/464-7922 and visit the website at www.abag.ca.gov.*

Common Sense California Offers Grants to Support Civic Engagement

Legitimate civic engagement honestly engages citizens in structured ways to allow them to impact policy decisions without “selling” or “guiding” them to a predetermined solution. An effective civic engagement process involving citizens in local decisions is critical for cities, school districts, and non-profits. To help, Common Sense California (CSC) is offering citizen engagement grants for projects that focus on setting up a process, with legitimate boundaries, to reach a decision on a policy question where informed citizen input can make a difference. **Multiple Catalyst Grants** ranging from \$1,000 to \$7,500 are being awarded on a rolling basis as of June 15, 2008. Proposals for these grants can be submitted *immediately* and will be reviewed as they are received. **Four Common Sense Grants** for amounts up to \$25,000 are available, with proposals due *September 10, 2008*. Proposals for either grant type can be submitted by mayors, city managers, assistant city managers; by executive directors of regional governance associations; by school superintendents and school board presidents; and by executive directors of non-profit organizations. *Detailed information and applications are available at www.commonssenseca.org, by clicking on the Citizen Engagement Grant Program section. Contacts include Pete Peterson, CSC Executive Director, at 310/ 506-8054, p.peterson@commonssenseca.org, or Ed Everett, Co-Chair of Civic Engagement Task Force and Retired City Manager, at 650/216-6595, everett@comcast.net.*

Common Sense California is a multi-partisan and non-profit organization that promotes citizen engagement throughout the state as a means of producing better policy decisions, and offering Californians meaningful opportunities to participate in their governance.

MARK YOUR CALENDAR!

JULY 2008

July 17

**Legislation & Governmental
Organization Committee** 3:30 pm
MetroCenter, ABAG Conference Rm. B

**Finance & Personnel
Committee** 5:00 pm
MetroCenter, ABAG Conference Rm. B

ABAG Executive Board 7:00 pm
MetroCenter, Auditorium

July 18

**ABAG / BAAQMD / MTC Joint
Policy Committee** 10:00 am
MetroCenter, Auditorium

ABAG 19th Annual Golf Outing
Metropolitan Golf Links 11:00 am
10051 Doolittle Drive, Oakland

July 25

**Regional Airport Planning
Committee (RAPC)** 9:00 am
MetroCenter, Auditorium



AUGUST 2008

August 6


**Regional Planning
Committee (RPC)** 1:00 pm
MetroCenter, Auditorium

August 14

**Bay Trail Steering
Committee** 1:30 pm
MetroCenter, ABAG Conference Rm. B

August 20

**ABAG POWER
Executive Committee** 12:00 pm
MetroCenter, ABAG Conference Rm. B



**ABAG's 19th Annual
Golf Outing**
Friday, July 18, 2008
Metropolitan Golf Links, Oakland

**Registration Deadline
July 11th**

**Register online at
www.abag.ca.gov/abag/events/golf**

For more information call
510/464-7900

Net proceeds to benefit San Francisco
Bay Trail and the Tranter-Leong
Management Internship

Notable Numbers

Climate Change and Water Supply

10 percent

Decrease in snow cover has occurred globally in the last forty years.

80 percent

Of California's annual water supply is provided by Sierra Nevada snow-pack, the primary source of water for the San Francisco regional water system. Sierra snow-pack is at only two-thirds of normal.

10 to 20 percent

Water reduction has been called for by Bay Area water districts and the State of California.

7,000 gallons

Of water per month or two gallons of water per minute are wasted in a household due to a silent leak in a toilet.

60 percent

Water savings could be achieved if an older (pre-1992) toilet is replaced with a new High-Efficiency Toilet (HET).

50 percent

Less water and energy is required to operate Energy Star, high-efficiency washing machines than older top-loading washers.

Numbers from Stopwaste.org, East Bay Municipal Utility District, and Contra Costa Water District

Rose Jacobs Gibson
ABAG President
Supervisor, San Mateo County

Mark Green
ABAG Vice President
Mayor, Union City

David Cortese
ABAG Immediate Past President
Vice Mayor, City of San Jose

Henry L. Gardner
Secretary/Treasurer, Executive Director

Patricia M. Jones - Managing Editor

Kathleen Cha - Editor/Writer

Leah Zippert - Writer

Halimah Anderson - Writer

Vicki Rutherford - Design & Production



Association of Bay Area Governments
P.O. Box 2050
Oakland, CA 94604-2050
Phone: 510.464.7900
Fax: 510.464.7970
E-mail: info@abag.ca.gov
abagOnline: <http://www.abag.ca.gov>



Association of Bay Area Governments
P.O. Box 2050 • Oakland, CA 94604-2050
website: <http://www.abag.ca.gov> • e-mail: info@abag.ca.gov

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